

Station KTNV-TV LAS VEGAS, NV

Advertiser () .DSCC IE

Product D.S.C.C. IE

Estimate# 1407

Buyer Maura Gilroy

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1407

Flight Dates 10/09/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$309,825
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	M-F	5A-530A	5AM NEWS	:30	\$450.00	10/15-10/19	5	1	5	\$2,250.00	
	3	M-F	5A-530A	5AM NEWS	:30	\$450.00	10/22-10/26	5	1	5	\$2,250.00	
	4	M-F	5A-530A	5AM NEWS	:30	\$450.00	10/29-11/02	5	1	5	\$2,250.00	
	5	M-TU	5A-530A	5AM NEWS	:30	\$450.00	11/05-11/06	2	1	2	\$900.00	
	7	M-F	6A-7A	AM NEWS	:30	\$750.00	10/15-10/19	5	1	5	\$3,750.00	
	8	M-F	6A-7A	AM NEWS	:30	\$750.00	10/22-10/26	5	1	5	\$3,750.00	
	9	M-F	6A-7A	AM NEWS	:30	\$750.00	10/29-11/02	5	1	5	\$3,750.00	
	10	M-TU	6A-7A	AM NEWS	:30	\$750.00	11/05-11/06	2	1	2	\$1,500.00	
	12	M-F	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	10/15-10/19	5	1	5	\$3,750.00	
	13	M-F	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	10/22-10/26	5	1	5	\$3,750.00	
	14	M-F	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	10/29-11/02	5	1	5	\$3,750.00	

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	15	M-TU	7A-9A	GOOD MORNING AMERICA	:30	\$750.00	11/05-11/06	3	1	3	\$2,250.00	
	16	M-F	430A-459A	EARLY AM NEWS	:30	\$150.00	10/15-11/02	4	3	12	\$1,800.00	
	17	SA	5A-6A	SATURDAY EARLY AM NEWS	:30	\$450.00	10/13-11/03	1	4	4	\$1,800.00	
	18	SA	6A-7A	SATURDAY AM NEWS	:30	\$750.00	10/13-11/03	1	4	4	\$3,000.00	
	19	SA	7A-8A	SATURDAY G.M.A.	:30	\$850.00	10/13-11/03	1	4	4	\$3,400.00	
	20	SA	8A-9A	SATURDAY NEWS	:30	\$750.00	10/13-11/03	1	4	4	\$3,000.00	
	21	SU	5A-6A	SUNDAY EARLY AM NEWS	:30	\$450.00	10/14-11/04	1	4	4	\$1,800.00	
	22	SU	6A-7A	SUNDAY AM NEWS	:30	\$750.00	10/14-11/04	1	4	4	\$3,000.00	
	23	SU	7A-8A	SUNDAY G.M.A.	:30	\$850.00	10/14-11/04	1	4	4	\$3,400.00	
	24	SU	8A-9A	SUNDAY NEWS	:30	\$750.00	10/14-11/04	1	4	4	\$3,000.00	
	25	M-F	9A-10A	THE MORNING BLEND	:30	\$400.00	10/15-11/02	3	3	9	\$3,600.00	
	27	M-F	10A-11A	THE VIEW	:30	\$1,000.00	10/15-10/19	3	1	3	\$3,000.00	
	28	M-F	10A-11A	THE VIEW	:30	\$1,000.00	10/22-10/26	3	1	3	\$3,000.00	
	29	M-F	10A-11A	THE VIEW	:30	\$1,000.00	10/29-11/02	3	1	3	\$3,000.00	
	30	M	10A-11A	THE VIEW	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	32	M-F	11A-12P	MIDDAY NEWS	:30	\$650.00	10/15-10/19	5	1	5	\$3,250.00	
	33	M-F	11A-12P	MIDDAY NEWS	:30	\$650.00	10/22-10/26	5	1	5	\$3,250.00	

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

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	34	M-F	11A-12P	MIDDAY NEWS	:30	\$650.00	10/29-11/02	5	1	5	\$3,250.00	
	35	M	11A-12P	MIDDAY NEWS	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	36	M-F	12P-1P	THE CHEW	:30	\$850.00	10/15-11/02	3	3	9	\$7,650.00	
	37	M-F	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/15-11/02	2	3	6	\$5,100.00	
	38	M-F	2P-3P	JEFF PROBST	:30	\$350.00	10/15-11/02	3	3	9	\$3,150.00	
	39	M-F	3P-330P	MILLIONAIRE	:30	\$500.00	10/15-11/02	3	3	9	\$4,500.00	
	40	M-F	4P-5P	JUDGE JUDY	:30	\$650.00	10/15-11/02	2	3	6	\$3,900.00	
	41	M-F	330P-4P	AFTERNOON NEWS	:30	\$500.00	10/15-11/02	3	3	9	\$4,500.00	
	42	M-F	5P-530P	5PM NEWS	:30	\$900.00	10/15-11/02	4	3	12	\$10,800.00	
	43	M-F	6P-630P	6PM NEWS	:30	\$1,000.00	10/15-11/02	5	3	15	\$15,000.00	
	44	SA	430P-5P	SATURDAY AFTERNOON NEWS	:30	\$800.00	10/13-11/03	1	4	4	\$3,200.00	
	45	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$850.00	10/14-11/04	1	4	4	\$3,400.00	
	46	M-F	7P-730P	ACCESS HOLLYWOOD	:30	\$850.00	10/15-11/02	3	3	9	\$7,650.00	
	47	M-F	730P-8P	MILLIONAIRE	:30	\$850.00	10/15-11/02	3	3	9	\$7,650.00	
	48	M	10P-11P	CASTLE	:30	\$7,500.00	10/15-10/15 10/29-11/05	1 1	1 2	1 2	\$22,500.00	
	49	TU	8P-9P	HAPPY ENDINGS/APARTMENT 23	:30	\$4,500.00	10/16-10/16	1	1	1	\$4,500.00	

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

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	50	TU	10P-11P	PRIVATE PRACTICE	:30	\$6,500.00	10/30-10/30	1	1	1	\$6,500.00	
	51	W	10P-11P	NASHVILLE	:30	\$4,775.00	10/24-10/24	1	1	1	\$4,775.00	
	52	TH	8P-9P	LAST RESORT	:30	\$5,000.00	10/18-10/18 11/01-11/01	1 1	1 1	1 1	\$10,000.00	
	53	TH	9P-10P	GREY'S ANATOMY	:30	\$5,000.00	11/01-11/01	1	1	1	\$5,000.00	
	54	TH	10P-11P	SCANDAL	:30	\$4,500.00	10/25-10/25	1	1	1	\$4,500.00	
	55	F	8P-9P	SHARK TANK	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
	56	F	10P-11P	20/20	:30	\$5,000.00	10/19-10/19	1	1	1	\$5,000.00	
	57	SU	7P-8P	AMERICA'S FUNNIEST VIDEOS	:30	\$2,500.00	10/14-11/04	1	4	4	\$10,000.00	
	58	SU	8P-9P	ONCE UPON A TIME	:30	\$4,500.00	10/14-10/14 11/04-11/04	1 1	1 1	1 1	\$9,000.00	
	59	M-F	11P-1135P	LATE NEWS	:30	\$1,750.00	10/15-11/02	5	3	15	\$26,250.00	
	60	SA	11P-1135P	SATURDAY LATE NEWS	:30	\$1,250.00	10/13-11/03	1	4	4	\$5,000.00	
	61	SU	11P-1135P	SUNDAY LATE NEWS	:30	\$1,750.00	10/14-11/04	1	4	4	\$7,000.00	
	62	M-F	1135P-1205A	NIGHTLINE	:30	\$850.00	10/15-11/02	5	3	15	\$12,750.00	
	63	M-F	1205A-105A	JIMMY KIMMEL	:30	\$450.00	10/22-11/02	5	2	10	\$4,500.00	
	64	M-TU	430A-459A	EARLY AM NEWS	:30	\$150.00	11/05-11/06	2	1	2	\$300.00	

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	65	M-TU	9A-10A	THE MORNING BLEND	:30	\$400.00	11/05-11/06	2	1	2	\$800.00	
	66	M	12P-1P	THE CHEW	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	67	M	1P-2P	GENERAL HOSPITAL	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	68	M	2P-3P	JEFF PROBST	:30	\$350.00	11/05-11/05	1	1	1	\$350.00	
	69	M	3P-330P	MILLIONAIRE	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	70	M	4P-5P	JUDGE JUDY	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	71	M	330P-4P	AFTERNOON NEWS	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	72	M	5P-530P	5PM NEWS	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
	73	M	6P-630P	6PM NEWS	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	74	M	7P-730P	ACCESS HOLLYWOOD	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	75	M	730P-8P	MILLIONAIRE	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	76	M	11P-1135P	LATE NEWS	:30	\$1,750.00	11/05-11/05	1	1	1	\$1,750.00	
	77	M	1135P-1205A	NIGHTLINE	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	78	M	1205A-105A	JIMMY KIMMEL	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	

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Estimate#	1407	Agency C/P1/P2/E	49/53/1407		
Buyer	Maura Gilroy	Flight Dates	10/09/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
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Report Totals: 315 / \$309,825.00

---SALES MONTHLY TOTALS---

Oct 12: 193 / \$184,475.00 Nov 12: 122 / \$125,350.00

Sales Totals: 315 / \$309,825.00
Station Totals: 315 / \$309,825.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$1,347,065	KBLR	0%	KLAS	28%	KSNV	27%	KTNV	23%	KTUD	0%
		KVCW	1%	KVMY	4%	KVVU	17%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE